ORDER

Primary AE:

Billing Type:

Billing Cycle:

Billing Calendar:

New Business Thru:



Product Desc: Issue

> Estimate: 1788

Order / Rev:

Alt Order #:

10/20/12 - 10/22/12 Flight Dates: 10/19/12 / 10/19/12 Original Date / Rev:

37653 08887096

Order Type: **GENERAL**

KLAS

Mike Jones

Sales Office: K-WAS

Sales Region:

National

Name: Mundy Katowitz Media Agency

> **Buying Contact:** Billing Contact:

> > 1322 G Street SE Washington, DC 20003

Cash

Broadcast EOM/EOC

Agency Commission:

15%

00:15:00

Advertiser Name: Priorities USA Action

> A35+ Demographic: Product Codes: P01 Priority: LV1

Order Separation: Advertiser External ID:

Revenue Codes: AGY, POL, ISS Agency External ID:

Totals Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	4	\$6,400.00	\$5,440.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$6,400.00	\$5,440.00	0.00
Totals	4	\$6,400,00	\$5,440.00	0.00

Account Executives

Orders

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$6,400.00
Market	100%	\$21,333.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$5,333.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$1,066.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/22/12	2 10/22/12	137-237a M-F Ele Electric Playgrou	, ,	137-207a (1:37 XM-2:37	M	1:00	1	\$400.00 LV1	0.00 NM	1	\$400.00
	TBD												
	St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10)/22/12	10/28/12	M	1	\$400.00	0.00						
E 2	8	10/20/12	2 10/20/12	Sat 1135p-1235a	Priv Pr@M	1135p-1235a	S-	1:00	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
				Private Practice									

Print Date: 10/19/12 10:53:26 Page 2 of 2

Ln Ch Start UNIT, THE<	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$1,000.00	Rating 0.00			ĺ		
E 3 8 10/20/1	2 10/20/12	Sat 7-8p - ET Wk Ent Tonight Wee		7-8p	S-	1:00	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
ENT TONIGHT	60	_								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/15/12	10/21/12	S-	1	\$2,000.00	0.00					
E 4 8 10/21/1	2 10/21/12	8 News Now Sun	5-7p CM	430-5p, 630	-7pS	1:00	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
		8 News Now Sun	1							
8-NOW SU 5PM	1/INSIDE ED	ITN W								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/15/12	10/21/12	S	1	\$3,000.00	0.00					
								Totals	4	\$6,400.00